



Euromonitor
International

Retail in Argentina

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Budget Pressures Force Underlying Changes in Shopping Behaviour

Small Local Grocers Capture Daily Spend as Shoppers Seek Proximity

E-Commerce Retailers Reshape Shopping Habits through Regulatory Change

Chart 2 - Retailers Accelerate Digital Transformation

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Mercadolibre and Decathlon Reshape Competition as Global Brands Enter

Mercadolibre Drives Digital Transformation as E-Commerce Surges

Supermarkets and Discounters Expand Private Label Amid Ongoing Price Sensitivity

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Retail

Mercadolibre Accelerates Share Gains as Carrefour Argentina Looks to Exit

Cheaf App Launches in Bid to Tackle Food Wastage Issue

Chart 8 - Cheaf App Launches in Argentina to Cut Food Waste and Offer Consumers Low-Cost Surplus

Apparel and Footwear Specialist Reinvents Second-Hand Clothing with 'Buy-By-Weight' Model

Chart 9 - La Kilo Vintage Reinvents Second-Hand Fashion with a "Buy-By-Weight" Model in Buenos

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to school

Mother's Day

Father's Day

Children's Day

Wise Men Day

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Convenience Retailers in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Volatile Economic Conditions Prompt Changing Consumer Behaviour and Strategic Rethinking

Chart 20 - Carrefour Plans to Exit Argentine Retail Market

Economic Volatility Triggers a Strong Emphasis on Frequent Small-Basket Shopping

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Growth Accelerated by a New Wave of Private Label Investment

Voy Con Energía Expands as Low-Cost Forecourt Retailers Gain Traction

Chains Invest in Store Formats and Private Label to Defend Share

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 25 - Analyst Insight for Convenience Retailers

Ypf and Carrefour Expand Network

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Convenience Retailers

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Convenience Retailers

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Supermarkets in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Challenging Period for Supermarkets as Monthly Shopping Habits Weaken

Chart 35 - Convenience and Low Prices Attract Consumers to Asian Stores

Supermarkets Target Digital Growth, but Urban Reach Remains Limited

Chart 36 - Value Sales 2020-2030

WHAT'S NEXT?

Asian Concept Stores Drive Growth through Direct Sourcing and Lower Prices

Chart 37 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Carrefour Exits as La Anónima and Vea Expand Their Reach in Patagonia

Chart 38 - Company Shares 2025

Chart 39 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 40 - Economic Context for Supermarkets

Chart 41 - Real Gdp Growth 2020-2030

Chart 42 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 43 - Consumer Context for Supermarkets

Chart 44 - Population 2020-2030

Chart 45 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 46 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Coto Leverages Digital Discounts to Retain Cost-Conscious Shoppers

Cencosud Sa?Enters Wholesale Channel with Makro Acquisition to Diversify Growth

Chart 47 - Cencosud Enters Argentina'S Wholesale Channel

Coto'S New Mar Del Plata Store Highlights the Evolving Role of Large-Format Stores

Chart 48 - Value Sales 2020-2030

WHAT'S NEXT?

Carrefour Exits as Cencosud and Jumbo Expand Price-Focused Strategies

Private Label Expansion and Carrefour'S Exit Redefine Competitive Dynamics

Chart 49 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Carrefour Argentina Sa?Leads as Libertad Sca?Accelerates Expansion

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 52 - Economic Context for Hypermarkets

Chart 53 - Real Gdp Growth 2020-2030

Chart 54 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 55 - Consumer Context for Hypermarkets

Chart 56 - Population 2020-2030

Chart 57 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 58 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Dia Restructures Store Network and Faces Growing Threat From Convenience Stores

Dia Invests in Store Modernisation to Drive Loyalty and Efficiency

Chart 59 - Dia Invests to Modernise Stores in Argentina

Dia Expands Private Label Portfolio to Strengthen Value Proposition

Chart 60 - Value Sales 2020-2030

WHAT'S NEXT?

Dia Strengthens Network with 24-Hour Stores and Omnichannel Upgrades

Private Label Expansion and Store Modernisation Drive Consumer Loyalty

Chart 61 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Dia Transforms Stores and Strengthens Franchise Network to Dominate Channel

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 64 - Economic Context for Discounters

Chart 65 - Real Gdp Growth 2020-2030

Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Discounters

Chart 68 - Population 2020-2030

Chart 69 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Traditional Grocers Regain Ground as Price Controls End

Kiosks Lose Relevance as Convenience Retailers Expand Affordable Ranges

Chart 70 - Value Sales 2020-2030

WHAT'S NEXT?

Chained Kiosks Attract Investors with Low Entry Barriers and Tech Upgrades

Digital Payment Adoption by Leading Chains Drives Customer Loyalty and Modernisation

Chart 71 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Open 25 Hs Attracts Independents and Grows Presence in Key Locations

Chart 72 - Company Shares 2025

Chart 73 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 74 - Economic Context for Small Local Grocers

Chart 75 - Real Gdp Growth 2020-2030

Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Small Local Grocers

Chart 78 - Population 2020-2030

Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 80 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Coppel Expands Store Network and Attracts Price-Sensitive Shoppers

Chart 81 - Coppel Dominates Argentina'S Department Store Landscape

Falabella and Coppel Accelerate Digital Integration to Reach New Shoppers

Chart 82 - Value Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Falabella and Coppel to Drive Market Expansion

Rapid Growth of E-Commerce Spearheaded by Regulatory Changes

Chart 84 - Forecast Value Sales 2020-2030

Chart 85 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coppel Sa?Expands as Falabella Argentina Sa Re-Enters Market with Online-Only Business Model

Chart 86 - Company Shares 2025

Chart 87 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 88 - Economic Context for General Merchandise Stores

Chart 89 - Real Gdp Growth 2020-2030

Chart 90 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 91 - Consumer Context for General Merchandise Stores

Chart 92 - Population 2020-2030

Chart 93 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 94 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Shein and Temu Disrupt the Competitive Landscape as Imports Surge

Indian Market and Calvin Klein Drive International Investment and Brand Expansion

Chart 95 - Arrival of New International Chains as the Business Economy Improves

Chart 96 - Value Sales 2020-2030

WHAT'S NEXT?

International Retail Expansion to Drive Market Transformation

Chart 97 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 98 - Analyst Insight for Apparel and Footwear Specialists

Players Invest in Omnichannel Integration in a Highly Fragmented Landscape

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Apparel and Footwear Specialists

Chart 102 - Real Gdp Growth 2020-2030

Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Apparel and Footwear Specialists

Chart 105 - Population 2020-2030

Chart 106 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 107 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Strong Rebound in Consumer Demand Propels Value Growth

Retailers Exit as Garbarino Closure Reshapes Store Landscape

Chart 108 - Garbarino Closes Outlets in Argentina

Frávega and on City Drive Mobile-First Shopping Surge

Chart 109 - Value Sales 2020-2030

WHAT'S NEXT?

Modest Outlook as Retailers Expand Financing Options to Attract New Buyers

Apple Leverages New Import Rules to Boost Virtual Store Sales

Chart 110 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 111 - Analyst Insight for Appliances and Electronics Specialists

Frávega Sa Expands Logistics to Strengthen Sales Leadership

Chart 112 - Company Shares 2025

Chart 113 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 114 - Economic Context for Appliances and Electronics Specialists

Chart 115 - Real Gdp Growth 2020-2030

Chart 116 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 117 - Consumer Context for Appliances and Electronics Specialists

Chart 118 - Population 2020-2030

Chart 119 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 120 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Easy Drives Sales Recovery through Promotions and Financing Offers

Chart 121 - Promotions and Financing Drive Recovery for Home Product Specialists

Brazilian Player Casa Do Construtor Expands with Franchise Model as Ikea Shows Interest in the Argentine Market

Chart 122 - Value Sales 2020-2030

Chart 123 - Value Sales by Category 2025

WHAT'S NEXT?

Emergence of International Players and Access to Credit Will Stimulate Growth

Pet Shops Regain Share as Illicit Trade Recedes and Demand for Non-Essentials Rises

Chart 124 - Forecast Value Sales 2020-2030

Chart 125 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 126 - Analyst Insight for Home Products Specialists

Easy Sa Accelerates Store Expansion and Financing to Strengthen Lead

Chart 127 - Company Shares 2025

Chart 128 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 129 - Economic Context for Home Products Specialists

Chart 130 - Real Gdp Growth 2020-2030

Chart 131 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 132 - Consumer Context for Home Products Specialists

Chart 133 - Population 2020-2030

Chart 134 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 135 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Farmacy, Look and Simplicity Drive Recovery with Private Label Strategies

Chart 136 - Private Label Gains Ground as Consumers Perceive Quality to Be Comparable to Leading Brands

Pharmacies Retain Lead as Beauty Specialists Accelerate on Imported Offer

Juleriaque Fuses Retail Innovation with Experiential Shopping and Fashion

Chart 137 - Value Sales 2020-2030

Chart 138 - Value Sales by Category 2025

WHAT'S NEXT?

Farmacy Expands Simplicity to Offset Regulatory Barriers

Simplicity and Look Boost Private Label and Imported Beauty Offers

Chart 139 - Forecast Value Sales 2020-2030

Chart 140 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 141 - Analyst Insight for Health and Beauty Specialists

Farmacy Leverages New Multi-Format Strategy as Competitors Expand Footprint

Chart 142 - Company Shares 2025

Chart 143 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 144 - Economic Context for Health and Beauty Specialists

Chart 145 - Real Gdp Growth 2020-2030

Chart 146 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 147 - Consumer Context for Health and Beauty Specialists

Chart 148 - Population 2020-2030

Chart 149 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Vending Rebounds in Specific Locations Amid Strong Competition From Kiosks

Drinks and Tobacco Vending Expands Its Footprint but Faces Cultural Resistance

Chart 150 - Value Sales 2020-2030

Chart 151 - Value Sales by Category 2025

WHAT'S NEXT?

Small Players Drive Modernisation as Vending Remains a Niche Channel

Hot Drinks Vending Sustains Leadership, While Drinks and Tobacco Vending Accelerate in Secure Sites

Vending Channel Will Need to Innovate to Compete with Kiosks

Chart 152 - Forecast Value Sales 2020-2030

Chart 153 - Forecast Value Sales by Category 2025-2030

ECONOMIC CONTEXT

Chart 154 - Economic Context for Vending

Chart 155 - Real Gdp Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Vending

Chart 158 - Population 2020-2030

Chart 159 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 160 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Natura Enables Digital Resellers to Thrive Amid Easing Import Restrictions

Essen and Natura Use Omnichannel Sales to Reach New Consumers

Chart 161 - Direct Selling Adapts through Omnichannel Strategies and Digital Transformation

Chart 162 - Value Sales 2020-2030

Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Bright Outlook for Direct Selling Supported by Omnichannel Strategies

Natura and Avon Combine Catalogues to Reinforce Beauty Dominance

Thar and Essen Leverage Digital Innovation to Drive Future Growth

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 166 - Analyst Insight for Direct Selling

Natura Merges with Avon and Unifies Salesforce to Consolidate Share

Chart 167 - Company Shares 2025

Chart 168 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Direct Selling

Chart 170 - Real Gdp Growth 2020-2030

Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Direct Selling

Chart 173 - Population 2020-2030

Chart 174 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Argentina](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 175 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Mercado Libre and Falabella Attract Shoppers with Cross-Border Expansion

Retailers Harness Social Media to Drive Impulse Buying among Young Consumers

Chart 176 - Value Sales 2020-2030

Chart 177 - Value Sales by Category 2025

Chart 178 - Marketplaces Expand Cross-Border Sales

WHAT'S NEXT?

Access to International Products Will Drive E-Commerce Growth

Shein and Temu Boost Cross-Border Sales with Aggressive Growth Strategies

Ai and Live Shopping Redefine Personalisation and Digital Experiences

Chart 179 - Forecast Value Sales 2020-2030

Chart 180 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 181 - Competitive Landscape for Retail E-Commerce

Mercado Libre Invests in Logistics to Defend Share as Temu and Shein Accelerate Cross-Border Growth

Chart 182 - Company Shares 2025

Chart 183 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 184 - Economic Context for Retail E-Commerce

Chart 185 - Real Gdp Growth 2020-2030

Chart 186 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 187 - Consumer Context for Retail E-Commerce

Chart 188 - Population 2020-2030

Chart 189 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-argentina/report.